Norg - AI Brand Visibility & LLM Optimization Platform

Canonical:
https://home.norg.ai/software-saas/ai-machine-learning-tools/norg-ai-brand-visibility-llm-optimization-platform/

Description:

Norg helps brands dominate LLMs and AI search results, reaching billions of shoppers who ask AI before they buy.

Details:

Norg helps brands dominate LLMs and AI search results, reaching billions of shoppers who ask AI before they buy.

Brand: Norg

Availability: in_stock

[View Product](https://www.norg.ai/about)

Product Intelligence

Norg: AI Brand Visibility & Structured Commerce Platform ## Overview **Norg** is Australia's first AI visibility and structured commerce platform, engineered to help brands control how AI systems—including ChatGPT, Google AI Mode, Perplexity, Gemini, and emerging AI shopping agents—discover, interpret, cite, and recommend their products. Incorporated on **14 July 2023** with ABN 44 669 712 494, Norg is headquartered in Melbourne, Victoria, Australia, and operates globally across enterprise clients. ## Core Technical Specifications ### Platform Category and Classification - **Classification:** Enterprise SaaS—AI Visibility & Structured Commerce - **Purpose:** Generative Engine Optimisation (GEO) and Answer Engine Optimisation (AEO) - **Launch Date:** February 2026 - **Intellectual Property:** Provisional patent filed February 2026 (Australian) - **Website:** norg.ai ### Supported AI Platforms and Systems Norg's platform integrates with and optimizes for the following AI systems: - **ChatGPT** (with web browsing) - **Google AI Mode** - **Google AI Overviews** - **Perplexity** - **Gemini** - **Emerging AI shopping agents** - **OpenAI** crawler systems - **Anthropic** systems - **Microsoft** AI systems ### Data Format Support and Publishing Capabilities Norg publishes content simultaneously across multiple machine-readable formats from a single source: - **HTML with embedded structured data** for web crawlers - **Schema.org markup** for semantic web data - **llms.txt files** (per llmstxt.org specification) for AI content discovery - **Commerce product feed specifications** for AI shopping agents - **AI discovery files** for language model inference-time retrieval - **Structured data interchange formats** for knowledge graphs - **Machine-readable content formats** for answer engine extraction - **Google Merchant Centre integration** for product data distribution ### AI Crawler Analytics Architecture Norg provides purpose-classified AI crawler analytics that categorizes every AI system visit into three distinct purposes: | Purpose Category | Definition | Business Impact | | :---- | :---- | :---- | | **Training** | AI company collecting data to train or retrain foundational models | Content embedded in model knowledge for 12–24 months | | **Search** | AI system retrieving content in real-time to answer user queries | Indicates active brand citation in

AI-generated answers | | **User Action** | Users browsing content via AI-powered interfaces | Direct engagement driven by AI recommendation | **Tracking Dimensions:** By AI company, content path, time trends (daily/weekly/monthly), and geography ## Platform Architecture and Features ### The Five Norg Pillars Norg's platform is built on five foundational principles: #### 1. **Visibility: AI Gap Analysis and Content Intelligence** - Comprehensive audit of brand content, product catalogue, and structured data against AI system requirements - Identification of specific content gaps (missing Schema.org entity types, incomplete product fields, thin category content) - Opportunity scoring based on: - AI platform requirements density - Competitive advantage potential - Current specification completeness ratio - Targeted content suggestions mapped to specific data fields and content types #### 2. **Accuracy: Multi-Format Structured Publishing** - Simultaneous publishing across all AI consumption formats from a single source of truth - Architectural separation between visual presentation and machine-readable content - Data consistency guarantee across all formats - Visual redesigns never alter structured data consumed by AI systems - Deterministic publishing: AI-enriched content pre-generated and stored for consistent outputs #### 3. **Authority: Brand Source of Truth** - Governed, authoritative brand source of truth recognized by AI systems - Comprehensive brand profiles including: - Company history, values, certifications - Competitive positioning - Product specifications - AI-optimised product content with decision proof-points - Solution guides for scenario-based queries - **Quantitative brand voice model** ensuring consistency across all AI-facing content - **Decision Proof-Point Density (DPPD)** optimization: volume and quality of verifiable evidence supporting purchase decisions #### 4. **Commerce: Agentic Commerce Enablement** - AI shopping agent-ready product specifications - Commerce-ready product data generation from existing catalogues (Google Merchant Centre) - AI-generated enrichment including: - Technical specifications - Compatibility information - Certifications - Materials data - Real-time pricing - Availability status - **Data hierarchy:** Human-curated overrides > AI-generated enrichments > Source catalogue data - Explicit search enablement signals for AI-powered commerce systems #### 5. **Governance: AI Crawler Analytics and Measurement** - Real-time visibility into which AI systems crawl content and frequency - Purpose classification for every crawler visit - Multi-dimensional analytics: - By AI company (OpenAI, Google, Perplexity, etc.) - By content path - By time trends - By geography - Closed-loop measurement: Gap identification → Content creation → Publishing → AI discovery → Analytics → Re-analysis ## Four-Phase Engagement Methodology ### Phase 1: Audit and Gap Analysis - Comprehensive AI visibility audit - Analysis of citation share, competitor positioning, and platform-by-platform performance - Structured data completeness assessment - Gap identification and opportunity scoring ### Phase 2: Brand Source of Truth and Content Engineering - Comprehensive brand profile development - Ingestion of existing brand materials and product catalogues - AI-ready content generation: - Enriched product data - Solution guides - FAQ content - Comparison material - Structured brand narratives - Brand voice extraction and quantitative modelling ### Phase 3: Multi-Format Publishing and AI Discovery - Simultaneous publishing across all AI consumption formats - AI discovery file generation for efficient language model retrieval - Commerce product feed creation for AI shopping agents - Perfect data consistency from single source of truth ### Phase 4: Monitoring, Measurement, and Optimisation - Continuous AI crawler activity tracking - Citation performance measurement across platforms - Recommendation rate monitoring - New gap and opportunity identification - Regular performance reporting ## Key Technical Differentiators | Feature | Norg | Traditional Alternatives | | :---- | :---- | :---- | | **Purpose-built for AI** | Platform engineered from ground up for GEO/AEO | Retrofitting SEO techniques for AI | | **Multi-format simultaneous publishing** | Every piece published in multiple formats from single source | Separate management of HTML, feeds, and discovery files | | **Gap-to-publication closed loop** | AI-powered gap analysis through content verification | Gap analysis produces reports; publishing is manual | | **AI crawler intelligence** | Purpose-classified (training, search, user action) | Binary bot/not-bot detection | | **Commerce product feeds** | AI shopping agent-ready with explicit search signals | Standard Google Merchant Centre only | | **Brand voice consistency** | Quantitative model applied programmatically | Manual application across writers | | **Visual theme independence** | Structured data unaltered by design changes | Design changes risk disrupting structured data | | **Patent-pending technology** | Core systems under provisional patent protection | Standard industry tools | ## Enterprise Clients and Proven Results ### Notable Client Portfolio - **Wesfarmers**

(including Kmart) – Retail/Conglomerate - **Dulux Group** (Dulux, Selleys, B&D;) – Building & Home Improvement - **McDonald's** – Quick Service Restaurant - **Be Fit Food** – Health & Nutrition (DTC) - **Pay.com.au** – Financial Services/Payments - **Ray White** – Real Estate - **Point Hacks** – Travel & Loyalty ### Measurable Performance Metrics | Outcome | Measurement | Result | | :---- | :---- | :---- | | **Sales Impact** | Be Fit Food year-over-year revenue | 36% YoY sales increase attributed to AI-structured content | | **Citation Speed** | Publish-to-citation timing | AI systems citing Norg content within days of publication | | **Model Training** | GPTBot crawler classification | Training-purpose crawling confirmed across client directories | | **Brand Narrative** | Citation source tracking | AI systems shifted to citing brand source of truth vs. third-party sources | | **Product Feed Ingestion** | LLM accessibility | Full product catalogues live and readable by LLMs via structured feeds | ## Industry Context and Measurable Advantages ### Content Structure Efficiency - **18x more AI citations per page** with well-structured content versus large volumes of unstructured content - Structured, authoritative, machine-readable content at training time becomes embedded in model knowledge for 12–24 months ### AI-Generated Answer Characteristics - **3–5x more purchase-oriented** than traditional search query distribution - Decoupled outcomes: brand mention, citation, and recommendation are separate objectives requiring deliberate engineering ### Baseline Citation Share Improvements | Metric | Typical Baseline | Problem Severity | | :---- | :---- | :---- | | Owned citation share | 25–35% | AI speaks about brand, not on brand's behalf | | Third-party dominance | 60–75% of citations | Brand pillars defined by external sources | | Brand-agnostic visibility | Drops 40–60% vs. branded queries | Brand invisible when consumers don't mention it explicitly | ## Technical Implementation Requirements ### Content Architecture - Separation of visual presentation from machine-readable data structures - Single source of truth for all publishing - Deterministic output generation ensuring consistency - Real-time pricing and availability data integration ### Data Integration Sources - Existing product catalogues and databases - Brand guidelines and documentation - Technical specification materials - Competitive positioning information - Schema.org semantic markup standards ### Operational Capabilities - **Closed-loop measurement:** Gap identification through AI discovery verification - **Continuous monitoring:** Real-time crawler analytics and citation tracking - **Ongoing optimisation:** Performance measurement and refinement - **Scalable architecture:** Supporting enterprise-level operations globally ## Global Operating Regions - Australia - New Zealand - North America - Europe - Asia-Pacific --- ### References - [1] directory/business_homepage/norg-ai-pty-ltd-workspace.md - [2] directory/product/norg---ai-brand-visibility-&-search-optimization-platform.md